



WEWS

ORDER

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**NEWS
Channel**
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5

Flight Dates **10/25/12-11/05/12**

Product

Contract / Revision **315270** / RNC

Original Date / Revision
10/18/12 10/19/12 Agency Com 15%

Billing Contact

Advertiser **Republican National Commi**
815 Slaters Lane
Alexandria, VA 22314

Agency **National Media Inc**

Buying Contact Sales Office **EWSDC**

815 Slaters Lane
Alexandria, VA 22314 Sales Region **NAT**
Agency Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

<u>Order Sep</u>	00:20:00		
<u>Estimate #</u>	3442		
<u>Alt Order #</u>			
<u>Billing Type</u>	Cash		
<u>Order Type</u>	GENERAL		
<u>Billing Cycle</u>	EOM/EOC		
<u>Billing Calendar</u>	BROADCAST		
<u>Demographic</u>	A25-54		
<u>Rev Codes</u>	POL	POL	PARTY
<u>Product Codes</u>	PL		
<u>Priority</u>	P-1		
<u>Advertiser Ref</u>			
Order Share %	Market Value		
Competing Station	% of Order	Amount	
CABLE	%		
UNKWN	100%		
WBNX	%		
WDLI	%		
WEAO	%		
WGGN	%		
WJW	%		
WKYC	%		
WMFD	%		
WOAC	%		
WOIO	%		
WQHS	%		
WUAB	%		
WVIZ	%		
WVPX	%		

Order Totals					Billing Plan					
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount	
October 2012	7	\$16,405.00	\$19,300.00	0.00	10/01/12	10/28/12	7	\$16,405.00	\$19,300.00	
November 2012	25	\$103,105.00	\$121,300.00	0.00	10/29/12	11/05/12	25	\$103,105.00	\$121,300.00	
Totals	32	\$119,510.00	\$140,600.00	0.00						



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Contract / Revision 315270 Flight Dates 10/25/12-11/05/12Hiatus DatesOriginal Date / Revision 10/18/12/ 10/19/12Order Sep 00:20:00Advertiser Republican National Comrr Product RNCEstimate # 3442

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 2	WEWS	10/30/12	11/02/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	- 1111--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 - 1111-- 4 \$2,000.00 0.00															
N 3	WEWS	11/01/12	11/01/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	---T---	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 ---T--- 1 \$3,500.00 0.00															
N 4	WEWS	11/05/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	M-----	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 M----- 1 \$3,500.00 0.00															
N 5	WEWS	10/28/12	11/04/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 -----S 1 \$2,800.00 0.00															
Week: 10/29/12 11/04/12 -----S 1 \$2,800.00 0.00															
N 6	WEWS	10/25/12	10/26/12	M-F 7-730p 7-730p The List	CM	7-730p	--- 11--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 --- 11-- 2 \$3,000.00 0.00															
N 7	WEWS	10/29/12	11/02/12	M-F 7-730p 7-730p The List	CM	7-730p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 11111-- 5 \$3,000.00 0.00															
N 8	WEWS	11/05/12	11/05/12	M-F 7-730p 7-730p The List	CM	7-730p	1-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 1----- 1 \$3,000.00 0.00															
N 9	WEWS	10/25/12	10/26/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	--- 11--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 --- 11-- 2 \$3,000.00 0.00															
N 10	WEWS	10/29/12	11/02/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 11111-- 5 \$3,000.00 0.00															
N 11	WEWS	11/05/12	11/05/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	1-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/05/12 11/11/12 1----- 1 \$3,000.00 0.00															
N 12	WEWS	11/01/12	11/01/12	Country Music Awards Country Music Awards	CM	8-11p	--- T---	:30	1	\$16,000.00	P-1	0.00	NM	1	\$16,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 --- T--- 1 \$16,000.00 0.00															
N 13	WEWS	11/03/12	11/03/12	OSU Football Ohio State Football	CM	12p-1130p	-----S-	:30	1	\$37,500.00	P-1	0.00	NM	1	\$37,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----S- 1 \$37,500.00 0.00															
N 14	WEWS	10/31/12	11/05/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	1- 1----	:30	2	\$4,500.00	P-1	0.00	NM	2	\$9,000.00



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Contract / Revision **315270** Flight Dates **10/25/12-11/05/12**Hiatus DatesOriginal Date / Revision 10/18/12/ 10/19/12Order Sep 00:20:00Advertiser **Republican National Comrr** Product **RNC**Estimate # **3442**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
															Amount	
N14	WEWS	10/31/12	11/05/12	M-F 11-1135P Late New	CM	11-1135p	1-1----	:30	2	\$4,500.00	P-1	0.00	NM		2	\$9,000.00
M-F 11-1135P Late News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	--1----		1	\$4,500.00			0.00						
		Week: 11/05/12	11/11/12	1-----		1	\$4,500.00			0.00						
N15	WEWS	10/27/12	11/03/12	LN after Sports	CM	11p-130x	MTWTFSS	:30	1	\$2,500.00	P-1	0.00	NM		2	\$5,000.00
LN after Sports																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S-		1	\$2,500.00			0.00						
		Week: 10/29/12	11/04/12	-----S-		1	\$2,500.00			0.00						
N16	WEWS	11/05/12	11/05/12	M-F 1135p-1202a Night	CM	1135p-1207x	M-----	:30	1	\$2,500.00	P-1	0.00	NM		1	\$2,500.00
M-F 1135p-1202a Night																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	M-----		1	\$2,500.00			0.00						
															Totals	32\$140,600.00